

BLAFFER

ART MUSEUM

UNIVERSITY of HOUSTON

Kathrine G. McGovern College of the Arts

Student Service Fee FY 22 One Time Request, Blaffer Art Museum

The Blaffer Art Museum respectfully proposes a One Time Request in the amount of \$7500 to support the development of both new and continued programs that amplify the way students at UH make and think about art. In recent years, the Blaffer has expanded its role as a platform for active creativity for UH students by hosting new student-oriented programs that cultivate art-making skills. In FY21, many programs are being re-oriented to operate online and supplement future in-person programming. In FY22, the Blaffer plans to launch new programs and strengthen existing offerings with the benefit of strong marketing efforts on a digital platform, and with added partnerships with University units.

Blaffer Art and Design (BAD) 2.0 will be launched in FY22, and **First Friday Studio Sessions** will graduate from pilot status into an ongoing program. These student-centric initiatives require increased resources, and we feel it is a wise investment in the museum's increased commitment to student creativity and entrepreneurial innovation. A dynamic campus marketing and communications plan will also be implemented to promote these programs within UH, as well as the wider Houston art and design community.

Blaffer Art & Design (BAD) is being re-established as a collaboration with faculty and students from Industrial Design (Gerald D. Hines College of Architecture & Design), Graphic Design (School of Art, KGMCA) and the School of Art (KGMCA: Printmaking, Photography, Ceramics). Stu-



Artworks previously featured in Blaffer Art and Design (BAD)

dents will design limited editions of artwork to be displayed and sold exclusively in a highly visible shop in the museum lobby. The students will design works during the school semester, enter production when facilities are available (i.e. the School of Art, Art & Technology Center), and the first line of limited edition items will be available in January 2022. Students will be financially commissioned by the Blaffer, and the Museum will pay for the fabrication and presentation of these multiples and editions. In so doing, this project will spotlight students' achievements to make them an integral part of the museum's program – featured alongside museum exhibitions of internationally renowned artists.

Program Budget: With its production and marketing costs, the yearly BAD program budget is \$4000.



First conceived and developed in January 2019 under the title “First Friday Tours,” in FY20 **Studio Sessions** were implemented as a series of interactive creative activities provided to students on the First Friday of every month from in the academic year. In FY21, six editions were held, featuring fun activities such as a workshop on Archival Film Practices and a Photo Booth where participants could take Polaroid portraits inspired by the concurrent exhibition, *Paul Mpagi Sepuya*. Each of these events also feature free, docent-guided tours of Blaffer exhibitions. The events were held in conjunction with a program designed by the

Jenkins Design, Architecture and Art Library, the Library Pop-Ups, which featured library books selected on Blaffer exhibition related artistic themes that could be checked out. In FY21, similar art-making activities and virtual tours will be enacted. For FY22, the goal is to make the museum’s exhibitions feel accessible and relevant to students’ daily lives, and to offer the platform to respond via hands-on art making, along with social activity and refreshments. These events will be fueled by increased campus marketing efforts on digital platforms.

Program Budget: Including costs for docents (tour guides), materials, food, and marketing, is \$3500.

Total One Time Request: \$7500